

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-12. (canceled)

13. (currently amended) An applicator unit for one of inking and dampening in a rotary press having a form cylinder, the applicator unit comprising:

a distributor cylinder having an axis of rotation;

an applicator roll having two ends, said two ends being mounted in respective levers such that said applicator roll is pivotable about the axis of rotation of said distributor cylinder by said levers; ~~and~~

a motor operatively arranged for pivoting said applicator roll such that applicator roll is pivotable to a thrown-on position against the form cylinder of the rotary press with a controlled throwing-on force by said motor, wherein said applicator roll contacts the form cylinder in an imprint area when said applicator is in the thrown-on position, the imprint area having a length along a length of said applicator roll and an imprint width along a circumferential direction of said applicator roll, said throwing-on force is adjustable to set a desired imprint width; and

a lock mechanism for locking said applicator roll in the thrown-on position.

14. (new) The applicator unit of claim 13, wherein said motor comprises one of a linear motor and a rotary motor.

15. (canceled)

16. (new) The applicator unit of claim 13, wherein said motor is operable for applying an initial throwing-on force when pivoting said applicator roll toward the thrown-on

position that is greater than an operating throwing-on force that is applied after said applicator is in said thrown-on position.

17. (new) The applicator unit of claim 13, wherein said motor is operable for applying a variable throwing-on force in response to various reaction effects on said applicator roll during operation in the thrown-on position.

18. (canceled)

19. (currently amended) The applicator unit of claim ~~18~~ 13, wherein said lock mechanism is ~~operable on~~ arranged and dimensioned for acting directly on said motor for holding said motor at a fixed position for locking said applicator roll in the thrown-on position.

20. (currently amended) The applicator unit of claim ~~18~~ 13, wherein said lock mechanism is ~~operable on~~ arranged and dimensioned for acting directly on said levers for holding said levers at a fixed position for locking said applicator roll in the thrown-on position.

21. (currently amended) The applicator unit of claim ~~18~~ 13, wherein said lock mechanism is operable for locking said applicator roll one of immediately after the thrown-on position is reached and after a running-in period after reaching the thrown-on position has elapsed.

22. (currently amended) The applicator unit of claim ~~18~~ 13, wherein said applicator unit is movably mountable so that a position of said applicator unit is adjustable relative to the form cylinder in the rotary press when said applicator roll is locked in said thrown-on position.

23. (currently amended) The applicator unit of claim ~~18~~ 13, wherein said applicator unit is mountable such that said applicator roll is movable with the form cylinder from a print throw-off position of the form cylinder to a print throw-on position of the form cylinder when said applicator roll is locked in said thrown-on position.

24. (currently amended) The applicator unit of claim 18 13, wherein said motor is operatively arranged for pivoting said applicator roll such that applicator roll is pivotable to different thrown-on positions against form cylinders having different diameters.